

Business Pitch

Day7- Hackathon

Introduction

Marketplace : Niche-Ecommerce

Business Name: Jnurs

1-Problem Statement:

1. **Lack of Dedicated Platforms:** Pakistan does not have exclusive platforms for handmade fashion, limiting local artisans' access to wider markets.
2. **Missed Export Opportunities:** Western and Middle Eastern countries value handmade products, but Pakistani artisans struggle to capitalize on this growing international demand.

Despite the increasing global demand for handmade fashion items, Pakistan lacks dedicated platforms to showcase and market these products. This absence hinders local artisans from capitalizing on both domestic and international markets, particularly in Western and Middle Eastern countries where there is a high appreciation for handcrafted goods. Establishing an exclusive platform for Pakistani handmade fashion can provide a **first-mover advantage**, enabling artisans to enter into this growing market and enhance export potential.

-Supporting Statistics:

- **Global Market Growth:** The global handicrafts market was valued at approximately **\$739.95 billion in 2024** and is projected to grow at a **CAGR of 4.9% from 2025 to 2030**. (Grand View Research)
- **Export Potential:** Pakistan's textile industry, which includes handmade textiles, represents over **60% of the country's total exports**. With increasing global interest in handmade and sustainable fashion, Pakistani artisans can find new avenues for growth. (DHL Pakistan)
- **Consumer Preferences:** In 2023, **74% of global consumers expressed interest in purchasing handmade or sustainable fashion** over mass-produced goods. (Statista)

2-Solution

- **Dedicated E-commerce Platform:** Launching an exclusive e-commerce platform for handmade fashion items in Pakistan will provide local artisans with **global market access**, overcoming the limitation of physical stores.
- **Large Market with Low Competition:** The handmade fashion industry has **high global demand** but limited competition in Pakistan, offering a **first-mover advantage** for an online platform.
- **Increased Profit Margins:** Local markets often limit profit potential, but an e-commerce platform **removes middlemen**, allowing artisans to **sell directly to international buyers** at premium prices.

3-Market Opportunity

-Market Demand:

Large Market with Low Competition:

- The handmade fashion industry has **high global demand** but limited competition in Pakistan, offering a **first-mover advantage** for an online platform.
- The global handicrafts market is projected to reach **\$984 billion by 2027**, indicating substantial demand for handmade products. ([worldmetrics.org](https://www.worldmetrics.org))
- In Pakistan, the online marketplace for handmade fashion remains underdeveloped, with only a few platforms like Polly & Other Stories and Popinjay currently operating. ([cwpakistan.com](https://www.cwpakistan.com))

-Target Market

According to the 2023 Pakistani census, the country's total population is approximately 241.5 million, with 116.6 million females. Of these, about 76.2 million females are aged 6 and above. (Wikipedia, the free encyclopedia)

Globally, the female population aged 6 and above is estimated to be around 3.2 billion, based on United Nations data.

4-Product-Marketplace Features:

User-Friendly Interface:

- Easy-to-navigate homepage showcasing popular categories (Jewelry, Bags, Accessories).
- Clear sections for new arrivals, bestsellers, and seasonal collections.

Search and Filter Options:

- Search by category (Jewelry, bags, etc.), price range, material (e.g., silver, wood, fabric), and more.
- Filtering options for customers to sort by bestsellers, latest items, or customer ratings.

Product Pages:

- Each product has a detailed page featuring multiple high-quality images from different angles.
- Descriptions include material, dimensions, origin, and artisan details.
- Price options with any applicable discounts or special offers.
- Shows reviews and rating
- Specification options
- Customisation options

Secure Payment Gateway:

- Multiple payment options like credit/debit cards, PayPal, and cash on delivery (for local orders).
- Secure checkout process with an SSL certificate ensuring data protection.

Shipping and Delivery Tracking:

- Integrated tracking system to follow the status of orders.

- Clear delivery options (local and international) with shipping costs displayed before checkout.

Ratings and Reviews:

- Customers can rate and review products, helping new buyers make informed decisions.
- Option to upload photos of purchased items.

Customization and Personalization:

- Ability to customize certain items (e.g., engraving jewelry or picking fabric for clothing).
- Personalized recommendations based on browsing history.

Artisan Profiles:

- Detailed profiles for each artisan, showcasing their story, background, and other products they offer.
- Option for customers to connect with artisans directly for custom requests.

Wishlist and Cart:

- Users can add items to their wishlist for future purchases.
- Easy-to-access shopping cart for quick checkout.

Discount and Promo Codes:

- Occasional sales and promotions with coupon codes for discounts on select products.

Mobile Compatibility:

- Optimized for mobile use, providing an app-like experience on smartphones and tablets.

5-Business Model

Our marketplace will generate revenue through the following key channels:

1) Commission on Sales

- We will charge a commission fee on each sale made through the platform. This fee will be a percentage of the total sale price (including shipping and handling).
- **Commission Structure:**
 - For **local artisans**, we will charge a commission of 5-8% on each sale.
 - For **international artisans**, we will charge a slightly higher commission (e.g., 10-15%) to cover additional shipping and handling costs.

Benefit: This model ensures that our marketplace only generates revenue when transactions occur, aligning our success with the success of the sellers.

2) Subscription Fees for Artisans

- Artisans can opt for a subscription plan to list their products on the platform. We will offer multiple subscription tiers to cater to different levels of businesses.

- **Basic Plan:** Free, with limited product listings and basic support.
- **Premium Plan:** Monthly or yearly fee for increased visibility, additional features (e.g., priority listing, better analytics), and enhanced customer support.
- **Pro Plan:** For top-tier artisans who need custom support, marketing services, and high exposure, available on a higher subscription fee.
- **Pricing:**
 - **Basic Plan:** Free
 - **Premium Plan:** 1,000 Rs/month OR 9500 Rs/annually
 - **Pro Plan:** 3,000 Rs/month OR 30,000 Rs/annually
- **Benefit:** Subscriptions create a steady stream of revenue and offer artisans tools to grow their businesses on the platform.

3) Transaction Fees

- In addition to the commission on sales, we will charge a **small transaction fee** per sale, which will cover the costs of payment processing and other transaction-related expenses.
- **Fee Structure:** A fixed rate (e.g., 2%) will be added to each transaction, ensuring the platform maintains its operational efficiency.

4) Advertising and Featured Listings

- Sellers can pay to have their products or shops featured more prominently on the marketplace, either through paid advertisements or a “featured products” section.
- **Advertise Products:** Sellers can pay to have their products highlighted on the homepage or category pages for more visibility.
- **Banner Ads:** We will allow third-party brands to place targeted ads on the platform, such as sustainable fashion brands or related services.
- **Benefit:** This creates an additional revenue stream from sellers who want increased visibility.

5) Shipping & Handling Fees

- Although the artisans are responsible for shipping their products, the marketplace will act as a facilitator by offering shipping options to customers. The platform will charge a handling fee for managing and processing shipping logistics.
- **Benefit:** This provides an additional revenue stream while offering convenience to customers.

6-Marketing Strategy:

1) Competitor Analysis:

- **Direct Competitors:**
 - Existing platforms for handmade fashion items (if any).
 - Local small-scale stores or boutiques specializing in handmade fashion.
- **Indirect Competitors:**
 - Large-scale e-commerce platforms like Amazon, Etsy (global competitors).
 - Brick-and-mortar fashion stores offering mass-produced items.

2) Consumer Analysis:

Demographics:

- **Age:** 6-65 years
- **Gender:** Both (Male & Female)
- **Status:** Middle class & higher middle class
- **Geographical Location:** Karachi, Pakistan

Population: 16,459,000 (Karachi)

3) Product & Pricing:**A) Pricing Strategy:**

Penetration Pricing: Introduce products at a competitive, lower price to attract customers and build awareness, with plans to increase prices once the market base is established.

Product Categories:

1. **Handmade Jewelry**
2. **Handwoven Bags**
3. **Handcrafted Accessories**
4. **Decorative Items**

Pricing for Handmade Jewelry:

- Necklaces:
 - Small: 300 Rs.
 - Medium: 450 Rs.
 - Large: 550 Rs.
- Earrings:
 - Small: 150 Rs.
 - Medium: 250 Rs.
 - Large: 400 Rs.

Pricing for Handmade bags::

- Small: 800 Rs.
- Large: 1500 Rs.

Customisation:

- **Handmade Jewelry** (Necklaces, Earrings, Rings):
 - Small: 250 Rs.
 - Medium: 350 Rs.
 - Large: 500 Rs.

4) Distribution:**Forward Integration:**

- **E-commerce Platform:** The primary distribution channel will be an online store with worldwide shipping options to reach global customers.
- **Direct to Consumer:** Customers will place orders directly via the website, with items being shipped from local artisans to the consumers.

Mode of Delivery:

- **Local Delivery (Pakistan):** Partner with reliable local delivery services for fast domestic shipments.
- **International Delivery:** Utilize international courier services like DHL, FedEx, etc., to fulfill global orders.

Unique Selling Proposition (USP):

- High-quality, authentic and customised handmade fashion items crafted by local artisans.
- Eco-friendly and sustainable products made with natural materials.

Marketing Channels:

- **Social Media:** Instagram, Facebook, Pinterest to showcase products and engage with the community.
- **Influencer Collaborations:** Partner with influencers who promote handmade products and eco-friendly fashion.
- **Content Marketing:** Share the story behind each item, focusing on craftsmanship and sustainability.

Sales Strategy:

- **Discount Offers:** Provide initial discounts to early customers for brand-building.
- **Subscription Models:** Introduce subscription boxes for curated handmade fashion items delivered monthly.

Customer Engagement:

- **App Development:** Develop a mobile app for easy shopping and personalized recommendations.
- **Customer Feedback:** Regular surveys and feedback mechanisms to understand customer needs and enhance product offerings.

8-Team

1) Founder & CEO

- **Role:** Visionary leader, responsible for the overall direction, strategy, and growth of the marketplace. Oversees all operational aspects and business decisions.
- **Key Responsibilities:**
 - Setting strategic goals and vision for the company.
 - Leading partnerships, funding, and business development efforts.
 - Managing the executive team and ensuring company culture aligns with the marketplace's mission.
 - Building relationships with key stakeholders (investors, suppliers, and industry influencers).

2) Product Manager

- **Role:** Responsible for the design, functionality, and usability of the platform, ensuring it meets the needs of both artisans and customers.
- **Key Responsibilities:**
 - Overseeing the development and optimization of the marketplace website and mobile app.
 - Gathering feedback from users (both buyers and sellers) to enhance user experience.
 - Coordinating with the design and technical teams to prioritize feature releases and bug fixes.

- Ensuring the platform's performance, security, and scalability.

3) Marketing Director

- **Role:** Drives all marketing and branding strategies to build awareness and attract both sellers and buyers to the platform.
- **Key Responsibilities:**
 - Developing marketing campaigns, including social media, email marketing, and influencer collaborations.
 - Managing content creation (blogs, videos, tutorials) and promoting the marketplace's unique value proposition.
 - Analyzing market trends and competitors to adapt and innovate marketing strategies.
 - Building partnerships with influencers, brands, and organizations to drive traffic to the platform.

4) Sales Manager

- **Role:** Manages the acquisition of artisans and handles the sales of premium subscriptions, featured listings, and custom marketing services.
- **Key Responsibilities:**
 - Onboarding new artisans, providing support, and ensuring they understand how to maximize their sales on the platform.
 - Managing subscription packages and upselling services to artisans (e.g., premium listings, customized marketing).
 - Engaging with prospective sellers to highlight the marketplace's benefits and encourage them to join.

5) Operations Manager

- **Role:** Responsible for the day-to-day operations, including managing logistics, payments, and customer support.
- **Key Responsibilities:**
 - Overseeing the payment system, ensuring seamless transactions between buyers and sellers.
 - Managing the logistics of shipping and delivery, ensuring the timely and safe arrival of handmade items.
 - Handling customer service inquiries, resolving issues, and maintaining a high level of customer satisfaction.

6) Technology Lead / CTO/MIS

- **Role:** Leads the development of the marketplace's technical infrastructure, including the website, mobile app, and back-end systems.
- **Key Responsibilities:**
 - Designing and implementing the platform's architecture and technology stack.
 - Managing the development and maintenance of the website and mobile application.
 - Ensuring the platform's security, scalability, and smooth integration of payment gateways.
 - Overseeing the performance of the platform and coordinating with other technical teams to solve issues and improve the system.

7) Customer Support Manager

- **Role:** Ensures customers and artisans receive support and guidance in using the platform.
- **Key Responsibilities:**
 - Providing assistance to customers who have issues with placing orders, tracking deliveries, or refunds.
 - Offering support to artisans with uploading products, managing orders, and understanding platform features.
 - Handling complaints and resolving issues promptly to ensure high customer retention.

8) Financial Manager

- **Role:** Manages the financial operations of the platform, including revenue, expenses, and budgeting.
- **Key Responsibilities:**
 - Handling the marketplace's financial planning, analysis, and reporting.

- Ensuring compliance with tax regulations and financial best practices.
- Tracking revenue from commissions, subscriptions, and other sources.
- Managing financial forecasts, investments, and cost optimization efforts.

9) Legal & Compliance Officer

- **Role:** Ensures the marketplace adheres to relevant laws, regulations, and industry standards.
- **Key Responsibilities:**
 - Drafting and reviewing contracts with sellers, customers, and third parties.
 - Ensuring compliance with intellectual property laws, consumer protection, and data privacy regulations.
 - Managing legal disputes and mitigating risks related to the platform's operation.

9-Financial Projection

| Category | Year 1 | Year 2 | Year 3 |
|------------------------------------|------------------------|------------------------|------------------------|
| <u>Revenue</u> | | | |
| Sellers Registered | 500 | 575 | 661 |
| Sales Volume (Items Sold) | 10,000 | 12,500 | 15,000 |
| Average Item Price | Rs. 5,000 | Rs. 5,600 | Rs. 6272 |
| Total Revenue from Sales | Rs. 50,000,000 | Rs. 70,000,000 | Rs. 94,080,000 |
| Commission (10%) | Rs. 6,000,000 | Rs. 8,400,000 | Rs. 11,289,600 |
| Subscription Fees | Rs. 3,000,000 | Rs. 3,600,000 | Rs. 4,200,000 |
| Featured Listings & Ads (5%) | Rs. 400,000 | Rs. 560,000 | Rs. 752,640 |
| Total Revenue | Rs. 9,400,000 | Rs. 12,560,000 | Rs. 16,242,240 |
| Expenses | | | |
| Payroll Expenses | Rs. 5,000,000 | Rs. 5,250,000 | Rs. 5,500,000 |
| Operational Costs (15% of Revenue) | Rs. 1,410,000 | Rs. 1,884,500 | Rs. 2,436,336 |
| Marketing Costs | Rs. 1,200,000 | Rs. 1,440,000 | Rs. 1,728,000 |
| Administrative Costs | Rs. 300,000 | Rs. 300,000 | Rs. 300,000 |
| Total Expenses | (Rs. 7,910,000) | (Rs. 8,874,500) | (Rs. 9,964,336) |

| | | | |
|-------------|---------------|---------------|---------------|
| Profit/Loss | Rs. 1,490,000 | Rs. 3,686,000 | Rs. 6,277,904 |
|-------------|---------------|---------------|---------------|

Assumptions:

1. Sellers Growth: Starting with 500 sellers in Year 1 and growing by 15% annually.
2. Sales Volume Increase: A 25% annual increase in items sold.
3. Price Adjustment: Average item price set at Rs. 5,000 in Year 1, increasing by 12% annually, reflecting the value of handmade items and market demand.
4. Commission from Sales: Increased to 12% from 10% in Year 1 for a better revenue share, with steady growth.
5. Subscription Fees: A more aggressive approach to subscriptions, starting at Rs. 3,000,000 in Year 1, increasing by 20% annually.
6. Featured Listings & Ads: Increased to 8% of total revenue, assuming sellers are more likely to purchase ad placements to gain visibility.
7. Payroll: A gradual increase of 5% annually, assuming the platform hires additional support and tech staff as it grows.
8. Operational Costs: 15% of total revenue, reflecting platform maintenance, hosting, and scalability.
9. Marketing Costs: Increased by 20% annually, accounting for higher customer acquisition costs as the platform grows.
10. Administrative Costs: Fixed at Rs. 300,000 per year

Call to Action:

We are seeking strategic funding and partnerships to help us scale our marketplace for handmade fashion items. Your investment will enable us to:

1. **Enhance Platform Development:** Improve user experience, integrate new features, and optimize the marketplace for smoother transactions.
2. **Increase Marketing Reach:** Attract more sellers and buyers, and expand our market presence through digital campaigns and collaborations with influencers.
3. **Build Stronger Partnerships:** Work with key industry players, including fashion brands, influencers, and local artisans, to bring unique handmade products to the forefront of global fashion trends.
4. **Grow the Seller Network:** Expand our seller base by 20% year over year, ensuring that our platform becomes a leading destination for high-quality handmade fashion items.

We invite you to be part of this journey to redefine the future of fashion e-commerce. By investing in our platform, you can help us to shape the global marketplace for handmade fashion and to promote creativity, culture, and commerce.

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